

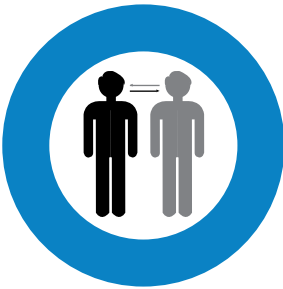


# Adianta

*school for leadership and innovation*

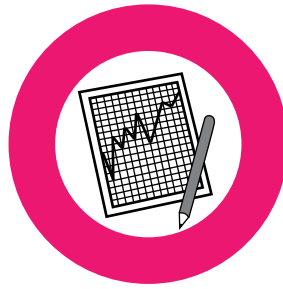
## Detailed Curriculum

INNOVATE



UNDERSTAND

BUILD

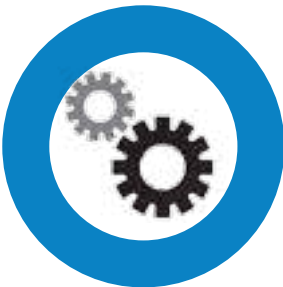


PLAN

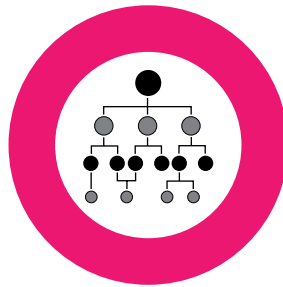
LEAD



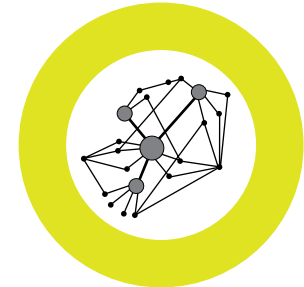
DISCOVER



DEVELOP



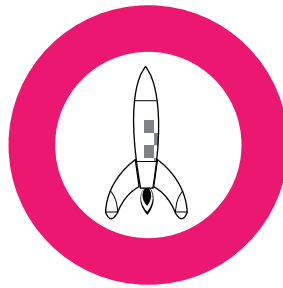
ORGANIZE



NETWORK



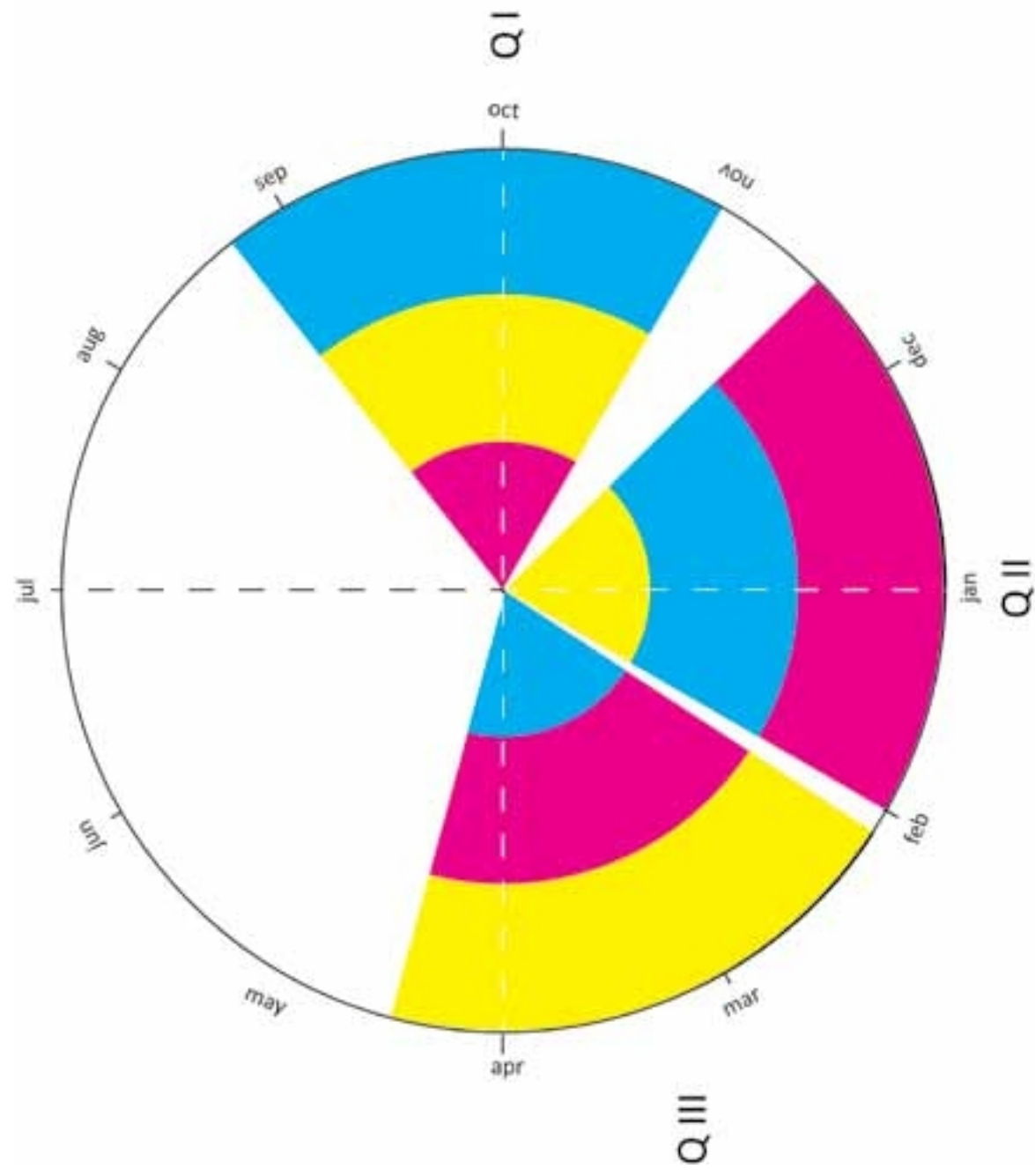
ENHANCE

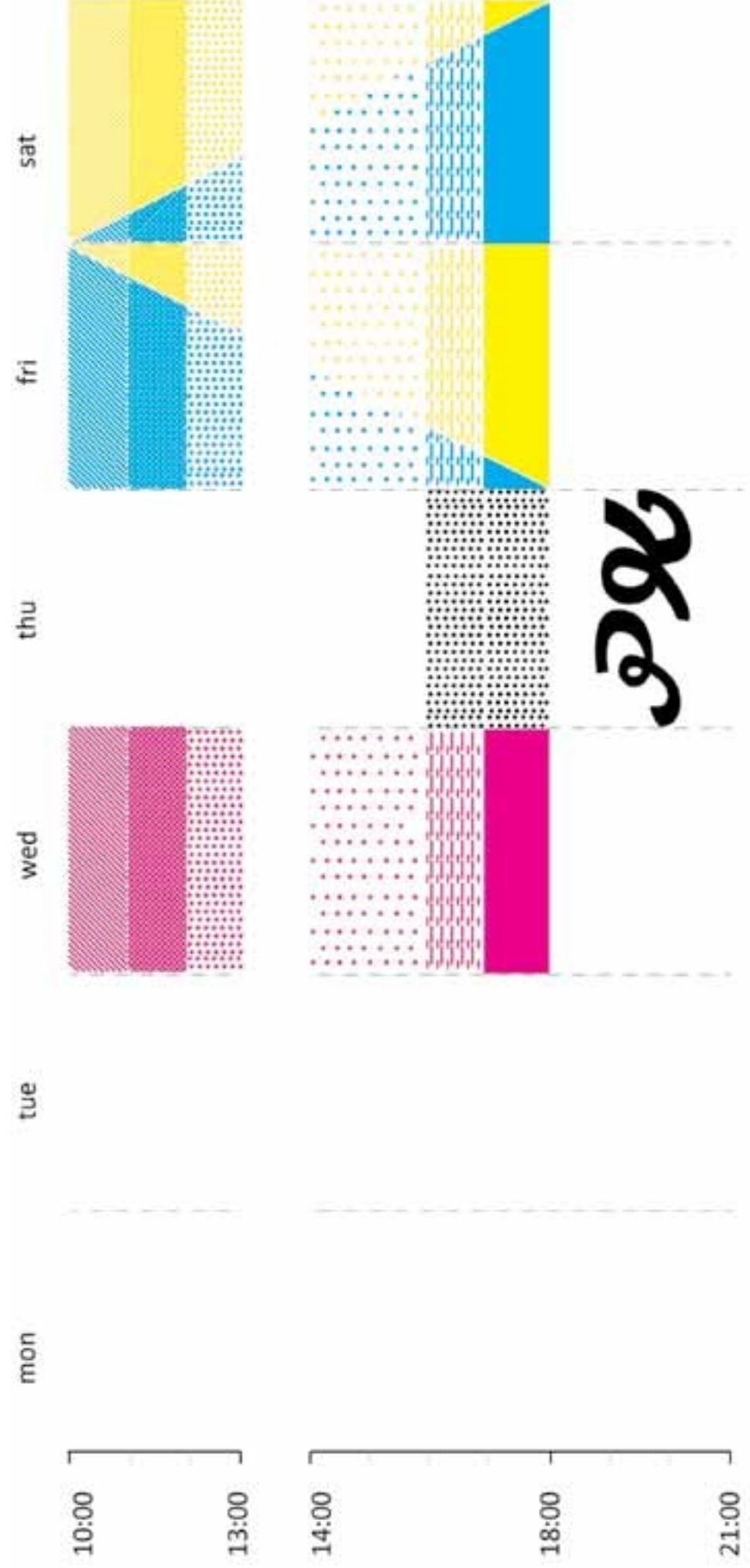


LAUNCH

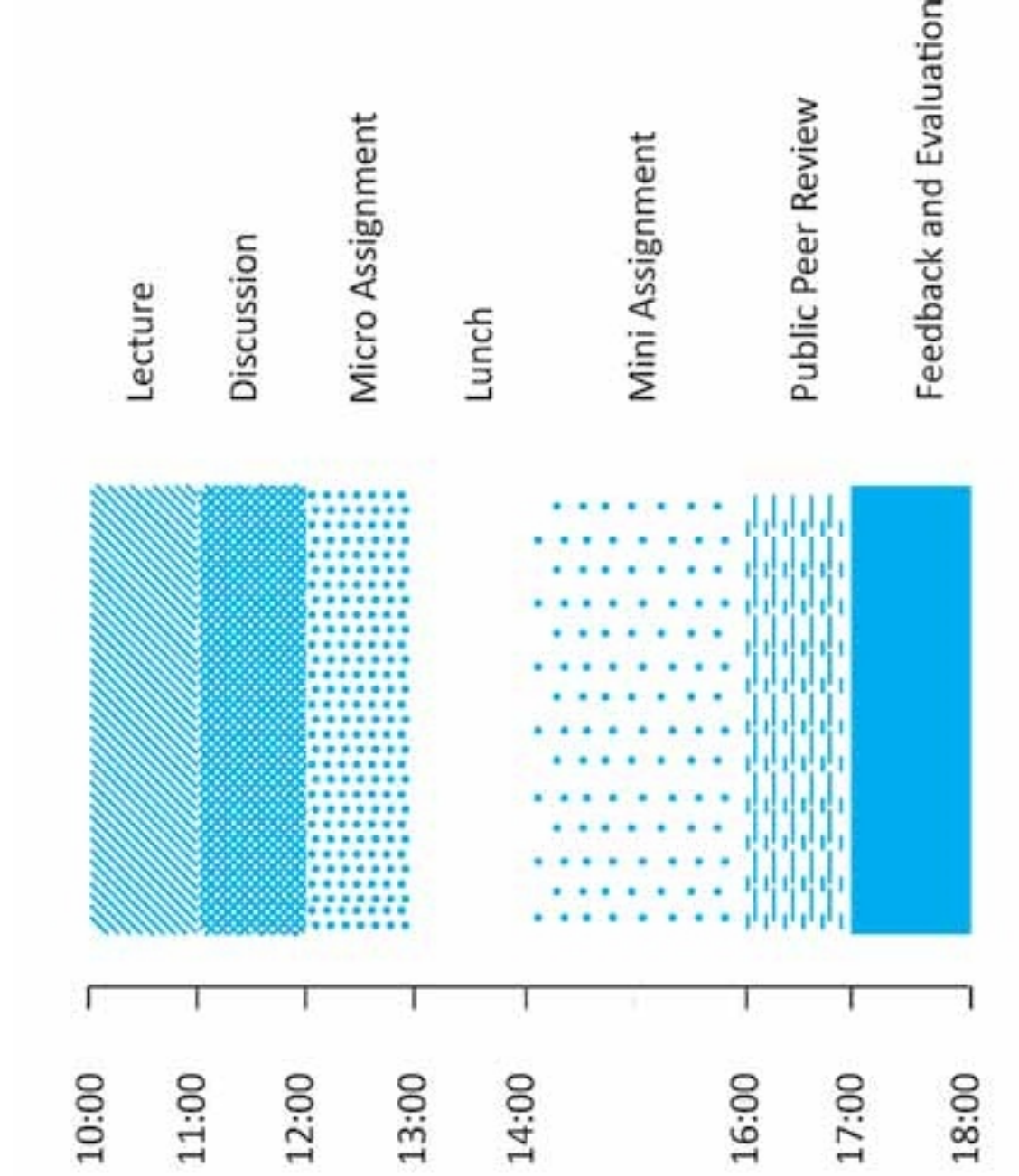


ENGAGE





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## INNOVATE 101: UNDERSTAND

**Credits:** 3

**Course Schedule:** Semester I

In order to create innovations for society and business, it is first essential to identify truly important problems and to understand the real-life contexts in which solutions to those problems must succeed. This means carrying out on-the-ground research to understand the communities and consumers for whom we innovate. In this module, you will gain a deeper understanding of innovation, and will learn and apply human-centred design principles, tools and strategies to better understand consumers and communities of users. This experience will be delivered through intensive innovation seminars and a real-life field-based research project. You will identify and explore problems, research their contexts, and articulate insights.



### **Course Outcomes:**

1. Learn how to identify user needs and to structure and prioritize them.
2. Inculcate user research techniques through field research and other tools.

### **Course Context:**

Anthropology, Sociology, Social Psychology

### **Units of Instruction:**

Conducting On-ground (Social) Research - interviewing, community group discussions, observing, shadowing, visual culture mapping, social network analysis, cultural probes and interactive games; Documenting and Managing Field Data - note-taking, photography, videography, report making; Analyzing Social Data - data visualization, usecase and failure case analysis.

### **Pedagogy:**

Field Work with Limited Seminars

### **Resources:**

Readings, Printed Material, Online Tools, etc.

### **Sample Projects:**

Field Study: Post-Consumer Waste Management

### **Evaluation:**

Field Research Report + Written Test

### Modules

- 1 People Watching 101
- 2 Techniques of Interview and Observation
- 3 Visual Culture Mapping
- 4 Photography & Videography in the Field
- 5 Mapping and Visualizing Field Data
- 6 Synthesis and Analysis of Field Data
- 7 Representing Reality: Sharing Field Findings
- 8 Making Sense of Macro Quantitative Data
- 9 Mapping Need and Failure
- 10 Conducting a Failure Case Analysis



## BUILD 101: PLAN

**Credits:** 3

**Course Schedule:** Semester I

Even the most powerful innovations can't succeed on their own. They need to be implemented sustainably and scalably using equally innovative business models. This means understanding how to plan new enterprises, enter new markets, create winning strategies for innovations, and manage the financial dimensions of enterprise.

Through practice-based seminars and interactive assignments, we will teach you the principles of finance, accounting and strategy that innovators, entrepreneurs and leaders need. You'll then apply these principles to the development of a real-life plan for launching a sustainable and scalable innovation



### Course Outcomes:

1. Understand methods of planning for people, things and money.
2. Write and evaluate a business plan for operational, financial and other business practices.
3. Learn to plan for scale and how to adjust the plan while execution.

### Course Context:

Accounts, Finance, and Business Strategy

### Units of Instruction:

Market Analysis – opportunity, size, growth projections, demand and supply; Competitive Analysis – identifying competitors, SWOT analysis, market differentiation; Organisational Planning – values and vision, culture creation, organisational structure, building diverse team, personnel management; Financial Planning – profit and loss analysis, capital budgeting, cash flows, risk analysis, valuation, debt and equity models; pricing methods; Operational Planning – process analysis, resource management, cross-functional and cross-firm integration, operations strategy, distribution channels.

### Pedagogy:

Case Studies from Field / Classroom Learning / Team Assignments

### Resources:

Reading Material, Business Plan Template and Business Model Canvas

### Sample Projects:

Create plan for a Kirana Shops

### Evaluation:

Business Plan + Written Exam

### Modules

- 1 Conceptualize and Refine a Start-Up Concept
- 2 Analysing Market - Size and Growth Opportunity
- 3 Business Modeling I: Small Enterprise
- 4 Business Modeling II: Model a Medium Enterprise
- 5 Business Modeling III: Model a Scalable Enterprise
- 6 Capital Budgeting and Cash Flows
- 7 Management Accounts to support Decision Making
- 8 Concepts of Debt and Equity and their Applications
- 9 Reading and Understanding Legal Documents
- 10 Startup 101: Strategy, Intellectual Property and the Law



## LEAD 101: DISCOVER

Credits: 3

Course Schedule: Semester I

True success and leadership come from understanding your own desires and abilities. This understanding can be achieved through structured forms of introspection and personal development.

In this module, you will gain a deeper understanding of leadership and leadership psychology through studying key tools and concepts and exploring the stories of great business leaders, innovators and social entrepreneurs. You'll then carry out a structured exploration of your own desires and abilities in our intensive leadership workshops.



### Course Outcomes:

1. Build self-insight and knowledge of one's strengths, passions, constraints, and other factors.
2. Learn about your thinking, learning and decision making styles.
3. Make the connection between the discovered factors and transform it into a personal vision.

### Course Context:

Psychology, Philosophy

### Units of Instruction:

Introduction - why, what and how of self-discovery; Self-profiling - strengths, passion, weakness and constraints; Personality Style - thinking, communicating, decision-making and problem-solving; Personal Goals - meaning, values and vision; Professional Goals - skills and knowledge; Personal Management - prioritizing and timelining tasks, accountability, self-respect, self-discipline, responsibility.

### Pedagogy:

Storytelling, Peer Mentoring, Counselling Sessions

### Resources:

### Sample Projects:

Write your Personal Biography + Write Business Press Story about yourself set in 2027 + Write Personal Obituary

### Evaluation:

Self Compass Canvas + Assignments

### Modules

- 1 Critical Writing I - Create your professional autobiography
- 2 Critical Writing II - Create your Blogging Voice
- 3 Critical Writing III - Write your professional obituary
- 4 Know Thyself - styles of thinking, learning and being
- 5 Building Skills - today and tomorrow
- 6 Create an Effective Presentation
- 7 Move your life to Cloud! - Manage and Back Up Your Data
- 8 Fundamentals of Business Networking
- 9 Elements of Business Communication
- 10 Task Analysis and Time Management



## INNOVATE 201: DEVELOP

Credits: 3

Course Schedule: Semester II

After identifying the important problems that need to be solved and understanding the contexts in which solutions must succeed, it's essential to work creatively and collaboratively to develop truly meaningful solutions. This means carrying out an intensive phase of research analysis, idea generation, and prototype creation. In this module, you will learn and apply structured ways to analyze your field research, generate creative solutions, and build prototypes of those solutions using a range of media. This will be achieved through interactive innovation labs and studio-based prototyping challenges.



### Course Outcomes:

1. How to use creative and collaborative problem solving techniques.
2. Design and develop product/service to address the identified need/problem.
3. Learn how to build and test prototypes.
4. Apply failure case analysis.

### Course Context:

Design, Lean Start-up Methodology, Engineering

### Units of Instruction:

Applying Design Thinking - user centered design, systems thinking, design strategy, Creating Concepts: structured ideation based on failure case analysis, concept card creation, collaborative workshoping, iterative design, prioritization and refinement; Prototyping - visualizing products and service solutions, creating mocks and models, rapid prototyping.

### Pedagogy:

Product/Service Development Studio, Discussions, Field Work

### Resources:

Readings, Printed Material

### Sample Projects:

Redesigning the Gurgaon Toll Booth

### Evaluation:

Project Report + Colloquium

### Modules

- 1 Collaborative Brainstorming, Ideation and Workshoping
- 2 Creating Storyboards
- 3 Creating Concept Cards based on Use Cases
- 4 Visual-Cultural Mapping and Moodboard Creation
- 5 Articulating the Design Principles appropriate to a Challenge
- 6 Pleasure in User-Interaction Experiences
- 7 Low Fidelity Prototyping
- 8 High Fidelity Prototyping
- 9 Integrating Concepts into Solutions
- 10 Surfacing: Colour, Material, Finish, Look and Feel



## BUILD 201: ORGANIZE

Credits: 3

Course Schedule: Semester II

In order to be successful, a brilliant plan needs to be executed by a brilliant organization. This means understanding how to build enterprises using the best people, the best functions, and the best systems and processes.

Through intensive case studies and industry visits, this module will teach you how to design an enterprise to successfully deliver your innovation and enterprise plan. You'll then apply this knowledge to the on-going development of your own sustainable, scalable enterprise.

### Course Outcomes:

1. Learn to organize human, physical and financial resources to execute a plan.
2. Identify different stakeholders of your innovation/enterprise plan and how to engage them.
3. Organize large teams into different roles, functions and reporting lines.

### Course Context:

Human Resource Management, Operations

### Units of Instruction:

Human Resources - talent acquisition, compensation, performance-based rewarding; team engagement, learning and development; Finance management - raising capital, capital and asset allocation, taxation and insurance of persons, property and other entities; Stakeholder Analysis - diversity, value proposition, inclusiveness, power and interest matrix, Organisation - reporting structure, power dynamics, cross-functional engagement.

### Pedagogy:

Role Playing Games, Seminars, Discussions

### Resources:

Reading Material

### Sample Projects:

Organize Resources for installation of a rural solar energy plant

### Evaluation:

Project Report + Colloquium



### Modules

- 1 Elements of Organizational Structure: Functions, Roles, Reporting
- 2 Mapping Functions to Roles across an Organization
- 3 Creating a Personnel Plan
- 4 Writing a Job Description
- 5 Hiring: Scanning Resumes and Running Interviews
- 6 Equity and Profit Participation
- 7 Organizational Renewal and Revitalization
- 8 Measuring Effectiveness of Personnel
- 9 Salary Planning and Negotiation
- 10 Optimizing Annual Salary Spend





## LEAD 201: Network

Credits: 3

Course Schedule: Semester II

Finally, it's essential to understand the dynamics of the social and enterprise networks in which people act and communicate. This means gaining insight into how people come to be motivated to act, react and interact.

In this module, we will help you gain those insights by teaching and applying the principles of group dynamics and organizational leadership in live leadership workshops, and team-based leadership exercises.



### Course Outcomes:

1. Learn advanced blogging and effective use of other social media platforms.
2. Learn network building and personal profile development.

### Course Context:

Media Studies, Mass Communication, Critical Writing

### Units of Instruction:

Relevance of Social Media - personal and professional; Diversity in Social Networks - understanding nature, value and active communities; Engaging oneself - subscribing, creating presence and management; Social Media Leadership - content creation, interaction with others and responding to external content; Social Media as a tool - advertising, marketing, crowdsourcing, campaigning and advocacy.

### Pedagogy:

Classroom Learning, Individual Projects

### Resources:

Readings

### Sample Projects:

Students will need to get 100 followers in week on Twitter and get retweeted 10 times.

### Evaluation:

Practical Examination

### Modules

- 1 Social Media, Society and Business
- 2 Creating an Identity on Social Media
- 3 Aligning Social Media Strategy with Organisational Goals
- 4 Creating and Managing Multiple Online Identities
- 5 Creating Sharable, Forwardable Content
- 6 Citizenship in Virtual Communities
- 7 Effective Listening and Consumption on Social Media
- 8 Crowd sourcing through Social Media - data and content
- 9 Social Media for Viral Advertising & Marketing
- 10 Measuring your Social Media Activities using analytical tools



## INNOVATE 301: ENHANCE

**Credits:** 3

**Course Schedule:** Semester III

After identifying problems, understanding contexts and developing potential solutions, it's important to go back out into the field to test and refine the most promising innovations. This means working closely with users to make sure innovations are succeeding in real-life contexts.

In this module, you will learn and apply techniques for the iteration and fine-tuning of innovations through intensive seminars and real-life, field-based challenges.

### Course Outcomes:

1. Learn to receive feedback from end users and enhance products to ensure good fit in market.
2. Learn User Experience, Usability, User Preferences, Use Cases and Failure Cases as concepts.

### Course Context:

Cognitive Psychology, Human-Computer Interaction

### Units of Instruction:

Testing Usability - ease of use, efficacy and accuracy assessment, pain-point identification; Validating Real-time impact of solutions: practicality, receptivity, accessibility and desirability; Enhancing User Experience - testing and interpreting user feedback, modelling, and design iterations; Market Readiness - packaging, price-value analysis, positioning, point-of-sale and out-of-box experience.

### Pedagogy:

Field Research, Studio, Research Methods, Colloquium

### Resources:

Readings, Printed material, Online Tools

### Sample Projects:

User testing of the same app. on iOS, android and windows

### Evaluation:

Project Report + Group Discussion



### Modules

- 1 Mainstreaming Jugaad and Shanzhai Products
- 2 Ready for Market: Out-of-Box and Point-of-Sale
- 3 Creating Stimulus for User Feedback
- 4 Designing User Validation Exercises
- 5 User-Testing Solutions and Concepts
- 6 Late-Stage Participatory Design Refinement with User
- 7 Eliminating Pain-Points: Wastage, Wait Times, Errors
- 8 Price-Value Games
- 9 Motivating Teams for Continuous Innovation (Kaizen)
- 10 Integrating Solutions into Market Systems



## BUILD 301: LAUNCH

Credits: 3

Course Schedule: Semester III

In addition to thoughtful planning and building an innovation-ready organization, new innovations also need to be successfully launched. This often means going beyond standard marketing practices to creating new markets for disruptive innovations. It also requires strong project leadership.

In this module, you will learn to launch new enterprises and innovations using the latest tools from the disciplines of marketing and marketeering. Then you will actually go out and launch your innovations and enterprises using the most advanced project-management techniques.



### Course Outcomes:

1. Learn to build buzz by using social and mainstream media.
2. Outreach strategies and marketing for a new business/product.
3. Ability to perform qualitative and quantitative analysis of the success of the launch.

### Course Context:

Marketing, Sales, Brand-building, Operations

### Units of Instruction:

Marketing - go-to-market strategy, brand building, market segmentation and positioning, digital and print advertising, social media campaigns (facebook, twitter, linkedIn, etc.); Sales Strategy - integrating sales and strategy, business to business and business to customer approach, pricing and discounting; Product/Service Distribution and Delivery; Performance Analysis (qualitative and quantitative) and Reporting; Customer Management; Corporate Communication and Customer Feedback.

### Pedagogy:

Public-facing Challenges, Seminars

### Resources:

Reading Material

### Sample Projects:

Re-launch the Tata Nano in India

### Evaluation:

Project Report + Colloquium

### Modules

- 1 Making go-to-market strategy for a product/service
- 2 Building a Brand for a New Venture
- 3 Positioning a new Product/Service in Market
- 4 Advertising Budget, Strategy and Messaging
- 5 Integrating Sales with the Business Strategy
- 6 Different Approaches to Sales (B2B, B2C, B2I)
- 7 Managing Sales and measuring Business Growth
- 8 Acquiring first customers and managing them
- 9 Seeking Customer Feedback and addressing complaints
- 10 Evaluating the Effectiveness of a Marketing Plan



## LEAD 301: ENGAGE

Credits: 3

Course Schedule: Semester III

Critical thinking and communication are two of the most important attributes for future leaders to develop. This means presenting yourself, your innovations and your enterprise in the most convincing, impactful way.

In this module, you will hone your ability to understand and articulate complex, unstructured problems and to communicate compelling solutions. You will also learn to tell convincing brand and career stories through social, digital and other forms of media. We will do this through intensive leadership workshops focused on critical-thinking, presentation skills and brand development, as well as through social-media-based brand-development activities. You will also do live practice of key leadership situations, including interviewing, pitching and negotiation.

### Course Outcomes:

1. Learn techniques of team leadership, persuasion, and networking.
2. Skills of negotiation, elevator pitching, public speaking.
3. Acquire skills for effective time management and motivation building.

### Course Context:

Governance, Management, Leadership, Sales, Marketing, Strategy, Gamification

### Units of Instruction:

Understanding Systems to Design Engagement Model; Modes of Engagement - motivation, delegation, conflict resolution, persuasion, negotiation and manipulation; Engaging Stakeholders - customers, beneficiaries, well-wishers, team, investors and media; Public facing Engagement - speaking, presentation, pitching and addressing questions.

### Pedagogy:

Public-facing Challenges, Seminars

### Resources:

Readings, Printed Material

### Sample Projects:

Write a Critical Analysis of public toilet system in Delhi with emphasis on solutions and Put a Presentation together for officers of Municipal Corporation

### Evaluation:

Practical Examination + Colloquium



### Modules

- 1 High Impact Presentations
- 2 Give a Smooth Elevator Pitch
- 3 Introduce yourself Effectively
- 4 Man-on-Man Networking and Relationship Building
- 5 Building Partnerships
- 6 How to Delegate
- 7 Managing Personality and Team Conflicts
- 8 Giving and Taking Constructive Feedback
- 9 Managing and Overcoming Competition
- 10 Envisioning Personal, Organizational, Sectoral and Societal Success





# Adianta

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and innovation*

## Contact Us

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